

ORDER



Orders
Order / Rev: 198054
Alt Order #: 06840646
Product Desc: 8/15-8/21 AMER. FOR PROSPERITY
Estimate: 303
Flight Dates: 08/15/12 - 08/21/12
Original Date / Rev: 08/13/12 / 08/13/12
Order Type: REG

WVBT

Primary AE: Petry Philadelphia
Sales Office: P-PHI
Sales Region: Nat

Agency Name: Mentzer Media Services
Buying Contact:
Billing Contact:
 600 Fairmount Avenue
 Towson, MD 21286

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: POL/Americans For Prosperity
Demographic: A50+
Product Codes: PL2
Priority: P2
Revenue Codes: AGY, POL, POL-ISS

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID: IN15077/IN15162/SP9358
Agency External ID: IN2570/SP271/TO1326/AL2874/MO967

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/19/12	3	\$1,500.00	\$1,275.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	3	\$1,500.00	\$1,275.00	0.00
Totals	3	\$1,500.00	\$1,275.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WVBT	5%	\$1,500.00
Market	100%	\$30,000.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WAVY	35%	\$10,500.00
WGNT	0%	\$0.00
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	22%	\$6,600.00
WTVZ	0%	\$0.00
WVEC	38%	\$11,400.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WVBT	08/18/12	08/18/12	Sa 10-1044p Fox News @ 10 Sat	CM	10-1045p	-----S-	:30	2	\$700.00	P2	0.00	NM	2	\$1,400.00
SATURDAY LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	-----S-			2		\$700.00		0.00				
E 2	WVBT	08/19/12	08/19/12	FOX News Sunday Fox News Sunday	CM	10-11a	-----S	:30	1	\$100.00	P2	0.00	NM	1	\$100.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
FOX NEWS SUNDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S		1				\$100.00		0.00			
Totals													3	\$1,500.00	